Employee Conduct

Reference these policies, in addition to HRWeb and our Business Conduct policy, to know what's expected of you—ethical, honest, professional behavior, day in and day out.

AOU iPhones 3

Apple supplies specific leadership and exempt roles with an iPhone.

App Development 4

We all love using apps. Employees, however, are subject to policies regarding the development of apps.

Business Conduct 4

All Apple employees, including Apple Store employees, must comply with Apple's Business Conduct Policy.

Confidentiality 5

Apple expects all employees to help protect confidential business information and trade secrets.

Copyrights, Trademarks, and Patents 7

Apple takes steps to protect its own creative designs, copyrights, trademarks, and patents, and respects those of others.

Employee Presentation 8

We are the face of Apple to the world, and the way we present ourselves reflects our brand.

Entrance and Exit 10

Employees should enter and exit the store through the employee entrance.

Giving and Receiving Gifts 11

Employees are not to give or accept gifts to or from vendors or customers.

Harassment 15

Apple is committed to providing a workplace free of harassment of any kind.

Information Security 15

Keep Apple information safe by complying with the policies set by IS&T's Information Security team.

Insider Trading 15

Employees cannot trade securities while aware of material, nonpublic information.

Apple Internal Use Only. Updated July 27, 2017, by Retail HR and Retail Legal. Version 1.4. United States.
"Shake to Feedback" and choose Support for questions or comments about this policy.

Employee Conduct

Reference these policies, in addition to HRWeb and our Business Conduct policy, to know what's expected of you—ethical, honest, professional behavior, day in and day out.

Lockers and Lost Articles 16

Employees are responsible for the safekeeping of personal property in the store.

Nursing Mothers at Work 17

Apple provides employees who are nursing mothers the opportunity and space to express breast milk.

Personal Technology at Work 18

There are a few rules to follow when bringing personal technology to work.

Retaliation 19

Retaliation is not tolerated.

Social Media & Online Communications 19

It is important that employees understand Apple's expectations when they participate in online activities.

Visitors and Personal Phone Calls 20

To maintain a professional environment, there are guidelines for personal visitors and phone calls in the store.

Volunteering and Donations 21

Apple employees are encouraged to give back to their communities.

Work Schedule 22

Apple employees are expected to know their work schedule.

AOU iPhones

Apple supplies specific leadership and exempt roles with an iPhone.

General Overview

iPhones are provided to some employees primarily as a business and sales tool. They remain the property of Apple and must be returned in usable condition upon termination of employment. Generally, upgrades or replacements happen every 2.5 years when replacing nonworking units, or if directed to upgrade by Market Support or IS&T.

iPhone devices with in-warranty damages or problems will be repaired or replaced under normal warranty terms and conditions.

Do

- Contact your Retail Assistant to request an AOU iPhone.
- Return the AOU iPhone to the Retail Assistant in sellable condition upon ending employment at Apple.

App Development

We all love using apps. Employees, however, are subject to policies regarding the development of apps.

Refer to Business Conduct Training on RetailMe or the Business Conduct Policy for the complete policy.

Business Conduct

All Apple employees, including Apple Store employees, must comply with Apple's Business Conduct Policy.

Refer to Business Conduct Training on RetailMe or the Business Conduct Policy for the complete policy.

Confidentiality

Apple expects all employees to help protect confidential business information and trade secrets.

General Overview

Apple takes steps to protect its own confidential information, including proprietary information and trade secrets, and respects the confidential information of others. Apple expects all employees to take responsibility for protecting these sources of confidential information. Examples of confidential information include, but are not limited to the following:

- Sales and financial information of any kind, including store and individual metrics, product availability, and constraints.
- Product roadmaps and launch dates, and agreements with our business partners concerning Apple's products and business ventures.
- Information concerning Apple's business and products shared through store meetings, corporate meetings, RetailMe, KBase, or any other internal Apple resource.

Employees who violate their confidentiality obligations are subject to disciplinary action, up to and including termination of employment. Civil and criminal penalties may also be imposed. For more information on your obligations with respect to confidential information, see your Intellectual Property Agreement with Apple and Apple's Business Conduct Policy.

Do

- Be cautious of conversations with other employees on the salesfloor about Apple product related issues. Customers often overhear these conversations which can lead to misinformation and rumors about new products or other "news."
- Do not speculate and comment on company announcements. Apple hopes to protect customers from making decisions based on information that is incomplete, inaccurate, or subject to change before the formal announcement.
- Allow only those individuals on Apple's official disclosure list to receive and discuss information pertaining to unannounced company information.

Do Not

- Do not disclose any third-party information unless authorized by the third party to do so and until you have signed a confidentiality agreement between that third party and Apple.
- Do not create websites purporting to be official store website. This includes, but is not limited to, theater presentations, store openings, posting schedules, or other store events.
- Do not post messages or commentary on Mac and Apple-related websites about Apple business (products or services), whether you identify yourself as an Apple employee or not.
- Do not confirm or deny any information about Apple business (products or services), even if customers pressure you by saying they are about to make or influence a substantial purchase.
- Do not refer customers to non-Apple websites as sources of information about Apple business (products or services).
- Do not comment on rumors about Apple business decisions, products, programs, or promotions that have not been officially announced by Apple. Speculating on rumors about those topics with internal Apple colleagues is strictly prohibited.

Additional Resources

- View Apple's full Privacy Policy on Apple.com.

Copyrights, Trademarks, and Patents

Apple takes steps to protect its own creative designs, copyrights, trademarks, and patents, and respects those of others.

Refer to Business Conduct Training on RetailMe or the Business Conduct Policy for the complete policy.

Employee Presentation

We are the face of Apple to the world, and the way we present ourselves reflects our brand.

Basics to Remember

- Apple-provided shirts should be worn at all times while working in the store.
- Your clothing should be neat, unwrinkled, clean, and appropriately sized.
- Come to work prepared. If you arrive without your shirt or if the Leader on the Floor determines that your attire or shoes are inappropriate, you will need to go home to retrieve your Apple logo shirt or change as needed prior to performing any work or clocking in.
- Don't eat, drink, or chew gum on the salesfloor.

Attire

- Apple-provided shirt or outerwear.
- Visible layering options should not be worn underneath your Apple-provided shirt. Undershirts are allowed, but should not be visible.
- The only clothing allowed over your Apple-provided shirt is Apple-provided outerwear.
- If you are wearing Apple-provided outerwear, you must wear your Apple-provided shirt under it.
- If you are pregnant, wear any comfortable, solid-color top consistent with the current color of the staff shirt.
- Bottoms are employee choice.
- We recommend closed-toe shoes for your safety; however, shoes are employee choice.

Optional Extras

- Hats, wraps, and headbands are permitted but can't cover the front of your shirt (Apple logo). You must remain easily recognizable by customers.
- Only professional looking, plain, solid-colored, or official Apple logo hats are permitted.

When to Wear

- Apple-provided shirts and outerwear are to be worn during scheduled work time only. Be sure to cover up when traveling to and from work.

When Apple Shirts Retire

- Request new shirts when yours become worn or faded.
- Employees cannot keep their old shirts when they're replaced. They must be recycled according to the Shirt Recycling policy.
- Apple-provided shirts cannot be sold or donated.
- See the Reuse and Recycling policy on RetailMe for directions on how to recycle our shirts.

Entrance and Exit

Employees should enter and exit the store through the employee entrance.

General Overview

For your safety and security, you must enter and exit through the designated employee entrance. Usually this is the front door of the store. Your store leader will tell you the designated entrance for your location.

Do

- Make sure there are always two people in the store at all times, one of whom must be a manager or Lead.
- Managers and Leads are allowed to be in the store with one authorized member which includes store employees, mall security, and law enforcement.
- Make sure all vendors show a company ID card prior to entering the store during nonbusiness hours.

Do Not

- Do not be in the store by yourself under any circumstances.
- Non-manager employees cannot be in the store without a manager or Lead present before or after opening hours.
- Do not leave employees in the building alone at any time without a manager or Lead present.
- Leads cannot be alone without a manager during customer-facing business hours.
- Do not be in the store outside of business hours for nonbusiness reasons without the Market Leader's approval.

Giving and Receiving Gifts

Employees are not to give or accept gifts to or from vendors or customers.

General Overview

All Apple employees are responsible for avoiding situations that create a real or perceived conflict of interest. A conflict of interest is any activity that is inconsistent with, or opposed to, Apple's best interest or gives the appearance of impropriety or divided loyalty. Giving or receiving business gifts are situations that could create actual or perceived conflicts of interest.

This policy outlines the specifics regarding giving and receiving gifts for all Apple Retail employees, defined as Online corporate employees, Online Sales and Service employees, Retail store employees, Retail Market Leaders, Retail Market Directors, Retail Market Support, and Retail HR.

What is Covered?

Gifts

Apple Retail employees may not give or receive gifts to or from current or potential vendors, suppliers, customers, or other external business associates regardless of the value of the gift. A gift is a tangible or intangible benefit such as, but not limited to, physical gifts, meals (except as described below), entertainment (including tickets to events), recreation (including trips), door prizes, food, transportation, discounts, or use of a donor's time, materials, facilities, or equipment.

Cash

Under no circumstances are Apple Retail employees permitted to accept cash as a tip or gift from customers, vendors, or other external business associates. If a customer, vendor, or external business associate tries to provide you with a cash tip or gift, you should thank the person for the offer, and then politely decline to take it. If you need additional guidance on how to handle cash in these situations, please partner with Human Resources.

Can I give or receive gifts from family or friends who also happen to be Apple customers?

Yes. This policy is not intended to prohibit you from giving and receiving gifts from friends and family who also happen to be an Apple customer. Sometimes, however, the line between customer and friend can be confusing. In those situations, apply this simple rule: If you became friends with the individual

before you started at Apple, or outside of Apple, then you can give and receive gifts. However, if you met the individual as a result of your employment at Apple (e.g., first met at the store), then you should consider the individual a customer and should not give or receive gifts. If you are at all confused regarding whether an individual is a friend or customer, consult with Human Resources or the Business Conduct group.

What if I cannot refuse a gift?

In certain exceptional situations, it may be inappropriate or impossible for you to refuse a gift. In those cases, thank the person for the gift and let your manager know. If the item is perishable, share it in a general meeting area or break room. If the item is not perishable, partner with your manager to forward the gift to Government Affairs (mail stop 169-4GA) immediately.

Discounts

Apple Retail employees may not give their in-store or EPP discount to a customer. See the EPP Policy on HRWeb for program, eligibility, and purchase limitations. Employees may only accept discounts, including from vendors or nearby retailers and restaurants, when they are available generally to all Apple employees locally (e.g., coupons for the food court given to all mall tenants) or across the company (e.g., discounts for a cell phone provider), as applicable.

Meals

Apple Retail employees may accept reasonable and appropriate business meals from business associates according to the guidelines outlined in Apple's Business Conduct Policy. Such meals shall be limited in frequency and expense. Employees shall not accept frequent, extravagant or expensive meals that exceed the appropriate limits of business decorum or the letter or spirit of the policy. Occasionally, it may be appropriate for Apple to pay for a meal provided that the purpose of the meal is not for Apple to obtain special or favored treatment from a vendor or third party, or for the vendor or third party to obtain special or favored treatment from Apple. In these instances, the most senior level Apple employee in attendance shall pay for the meal in compliance with Apple's Travel, Home Office & Expense Reimbursement Policy (AFP 10.01). Where appropriate for the business setting, the per meal, per person spending guidelines discussed in the Personal Meals section of the Apple Finance policy should be followed for business meals.

Events & Entertainment

Apple Retail employees are not permitted to attend customer, vendor, or business associate sponsored events or entertainment unless Apple has paid for the event or without advanced written approval from an Apple Vice President. This includes entertainment and events in conjunction with trade shows,

conferences, or networking events. Requests should be submitted to your Department Director who will seek Apple Vice President approval as appropriate. Employees may not accept tickets or complimentary passes for events, games or entertainment from customers, vendors, or business associates. Employees may not pay customers, vendors, or business associates for events or entertainment. For example, employees cannot purchase tickets for events where the market value exceeds the face value of the ticket price (e.g., playoff tickets).

Violations

Violations of this policy, or failure to report violations, may result in disciplinary action, up to and including termination of employment.

Exceptions

Exceptions to this policy must be obtained in writing, and in advance, from an Apple Vice President.

Do

- Thank a customer, vendor, or business associate who offers a gift or tip, but tell him or her that you are not allowed to accept it.
- Partner with your manager, your Human Resources Representative, or the Business Conduct group for guidance if it is inappropriate or impossible to refuse a gift or if you need support with interpreting the policy.
- When in doubt, partner with your manager, your Human Resources Representative, or the Business Conduct group.
- Consult the EPP policy when using your discount for family and friends.

Do Not

- Do not accept food, cash, products, accessories, or other gifts regardless of value.
- Do not accept mall or other store discounts or promotions unless the offer is extended to all Apple employees and the purpose is not to obtain special or favored treatment.

- Do not accept or purchase tickets or complimentary passes for events from customers, vendors, or business associates (e.g., playoff tickets, complimentary passes to events or games).
- Do not share your in-store or EPP discount with a customer.

Additional Resources

- Review Business Conduct Training on RetailMe.
- See the Business Conduct Policy on Apple.com for the complete policy.

Harassment

Apple is committed to providing a workplace free of harassment of any kind.

Refer to HRWeb for the complete Harassment policy.

Information Security

Keep Apple information safe by complying with the policies set by IS&T's Information Security team.

IS&T provides incredible resources for all Apple employees to succeed. These hardware and software resources often access, create, and transmit confidential information, and we like to keep it that way. Use of these resources must comply with Apple's Information Security Policy.

Refer to the Information Security Policy on IS&T Web for the complete policy.

Insider Trading

Employees cannot trade securities while aware of material, nonpublic information.

Refer to Business Conduct Training on RetailMe or the Business Conduct Policy for the complete policy.

Lockers and Lost Articles

Employees are responsible for the safekeeping of personal property in the store.

General Overview

Employees may use lockers during their shift to safeguard their personal property. Lockers are the property of Apple and are subject to inspection at any time. Employees consent to such inspections by making use of these company-provided lockers.

Do

- Managers: Provide each employee with a combination lock and locker for use during his or her shift.
- Managers: Complete an Incident Report and route it to Loss Prevention when lost property is reported.
- Lock all personal property in a locker during your shift.
- Report any missing personal items or personal assets to your manager, who will fill out an Incident Report and then contact Loss Prevention at Market Support.
- Take home all personal property and locker lock at the end of each shift.

Do Not

- Do not bring illegal, or similarly inappropriate items into the store.
- Do not bring valuables to the store.

Nursing Mothers at Work

Apple provides employees who are nursing mothers the opportunity and space to express breast milk.

Refer to HRWeb for the complete Nursing Mothers policy.

Personal Technology at Work

There are a few rules to follow when bringing personal technology to work.

General Overview

Apple supports the ownership of personal technology, but there are restrictions when bringing this technology to the store. Apple provides all of the tools and materials at the store that you will need to perform your job. Apple is not responsible for damage to, or loss of, any personal property you may choose to bring into the store.

Do

- If you choose to carry your personal phone with you on the salesfloor, turn the ringer to silent and keep it out of customers' sight.
- If you choose to wear your personal smart watch or wearable technology on the salesfloor, turn off all notifications If you bring any personal technology to work that is currently available in our stores and a customer asks to see it, it is your choice whether to show it to them. The preferred option is to showcase our products using demo units.
- As an alternative to carrying your personal technology on the salesfloor, you may leave it in a locker.

Do Not

- Do not use your personal technology in a way that would be distracting or would otherwise interfere with the customer experience.
- Do not show customers personal technology that is not currently available in our stores.
- Do not use your personal technology to make work-related phone calls such as a customer bank referral or available funds inquiry; use available floater phones.
- Do not use your personal technology to conduct personal business on the salesfloor. See Apple's Solicitation and Distribution policy on HRWeb for additional information.
- Do not bring your personal MacBook or iPad onto the salesfloor.

Retaliation

Retaliation is not tolerated.

Apple will not retaliate against any employee for filing a complaint or participating in the investigation of any such complaint and will not tolerate retaliation by management, employees, or coworkers.

Refer to HRWeb for the complete Harassment policy.

Social Media & Online Communications

It is important that employees understand Apple's expectations when they participate in online activities.

Refer to HRWeb for the complete Social Media & Online Communications Policy.

Visitors and Personal Phone Calls

To maintain a professional environment, there are guidelines for personal visitors and phone calls in the store.

General Overview

Because our store is a gathering place, we welcome all potential customers. To maintain professionalism in the store, visits by persons you know must be limited to those of a business nature. In addition, because it is necessary to maintain focus on the salesfloor and to ensure that our phones are always available for business, you should not make personal phone calls on the salesfloor.

Do

- Wait until your meal or break period to make personal phone calls.
- Get advance approval by a member of the store management team when using the store phone for long distance or toll calls.
- Take a message if an employee receives a personal phone call at the store and that employee is engaged with a customer. Returning personal calls must be done during a meal or break period.

Do Not

- Do not make or receive personal calls on the salesfloor.
- Do not make or receive personal calls on the clock while in the back of house except for emergencies only. Do not process transactions for individuals you know personally (or for yourself). This includes your coworkers. Failure to adhere to this policy could lead to disciplinary action, including termination.

Volunteering and Donations

Apple employees are encouraged to give back to their communities.

General Overview

The Apple Store's primary community outreach is accomplished through our School Night and Summer Camp programs, offered in select Apple Retail Stores. Apple employees are able to volunteer in their communities and are allowed to purchase products for donation in their own names.

Do

- When a customer requests for Apple to make a monetary or product donation, inform them: "I'd be happy to help. Requests for donations and contributions are handled at the corporate level. Our Community Affairs Department handles these requests for Apple. Please call 1-408-974-2974 or email Communityaffairsinfo@apple.com for further information."

  Forward to: communityaffairsinfo@apple.com or Community Affairs, Apple Inc., 1 Infinite Loop, MS #198-2 EHR, Cupertino, CA 95014

- Use Apple employee discounts to purchase and donate a product if employee chooses to donate on his or her own. If an employee chooses to do this, he or she must donate in his or her own name.
- Reach out to Community Affairs at communityaffairsinfo@apple.com with questions.
- See Apple Matching Gifts Program located on HRWeb for additional information.
- See Apple's Solicitation and Distribution policy on HRWeb for additional information.

Do Not

- Do not organize volunteer activities on behalf of Apple without written approval from Community Affairs.
- Do not organize drives or solicit monetary contributions for community, religious, or political groups from Apple employees or customers. See Apple's Solicitation and Distribution policy on HRWeb for additional information.

Work Schedule

Apple employees are expected to know their work schedule.

General Overview

The Apple workweek runs from Saturday to Friday and the work schedule will be available no later than three weeks before the beginning of the workweek. You are responsible for knowing your schedule.

Do

- Visit mypage.apple.com to see your schedule.